BTEC Assignment Brief

Qualification	**Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism**
Unit number and title	**Unit 18: Researching Current Trends in Travel and Tourism**
Learning aims	**B: Explore research methods and sources of information on current travel trends and current key issues affecting the travel and tourism industry** **C: Develop a research proposal and carry out the research into a current travel trend and a current key issue in travel and tourism**
Assignment title	**2. Plan and research current travel trends and key issues in travel and tourism**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are a management trainee in the product development department of a tour operator. Your manager has asked you to put together a research proposal and carry out research into one current travel trend and one current key issue affecting travel and tourism. You need to select one of the travel trends and one of the key issues used in Activity 1. Make sure that for each, you will be able to carry out primary and secondary research.
Task 1	1. A comparison of the research methods that may be used for researching current travel trends and current key issues. This should include advantages and disadvantages of the availability, validity and accessibility of a range of primary and secondary research methods as detailed in the unit content. 2. A research proposal that includes a plan. The plan should be designed to record research undertaken including sources and methods and designed so that you can monitor progress with timescales, targets, deadlines and contingencies. 3. An explanation of the scope, aims and parameters of

Pearson BTEC

	the research including purpose, depth, breadth and range for investigation. And a description of the current travel trend and current key issue to be investigated. 4. A discussion on the importance of accessing different sources of information for research into current travel trends and current key issues in travel and tourism. 5. A balanced assessment of the research proposal, including research methods used and choice of current travel trend and current key issue to investigate. Your assessment should consider how well your research proposal achieved its aims and explain how progress and updates were recorded. 6. Recommendations for the most appropriate research methods and sources of information for research on the chosen current travel trend and current key issue. Your recommendations should be fully justified and substantiated so use data and other evidence to support recommendations made. Don't forget to organise your evidence with a clear, logical structure, use appropriate industry terminology and show that you have excellent written communication skills.
Checklist of evidence required	Research proposal

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
18/BC.D2	Justify recommendations for the most appropriate research methods and sources of information for research on a current travel trend and current key issue.
18/B.M2	Discuss the importance of accessing different sources of information for research into current travel trends and current key issues in travel and tourism.
18/C.M3	Assess the research proposal, including choice of a current travel trend and current key issue.
18/B.P3	Compare the research methods that may be used for researching current travel trends and current key issues.
18/C.P4	Produce a research proposal that includes a plan designed to record research undertaken and monitor progress.
18/C.P5	Explain the scope and aims of the research that includes a description of the current travel trend and current key issue to be investigated, and set parameters.

Sources of information to support you with this Assignment	**Books** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** https://www.skillsyouneed.com/learn/dissertation-methodology.html Includes appropriate research methods and writing skills. https://www.skillsyouneed.com/learn/research-proposal.html How to write a research proposal https://www.quora.com/What-are-the-basic-differences-between-research-method-and-research-methodology Explains differences between research methodology and research methods https://www.teachthought.com/learning/100-search-engines-for-academic-research/ Suggests best search engines for research for students https://www.lowcountrygradcenter.org/the-6-best-search-engines-for-academic-research/

	Gives links and details of suitable search engines for academic research http://ncu.libguides.com/organize_research Offers guidance on research and how to keep track of sources used.
Other assessment materials attached to this Assignment Brief	N/A